

## UNIVERSITY OF LOUISIANA AT MONROE FOUNDATION

POLICY NUMBER: 4.8

TITLE: Naming Opportunities Policy

**EFFECTIVE DATE:** July 1, 2015

**LAST REVIEWED:** August 3, 2015

**BOARD APPROVED:** December 3, 2015

The purpose of this policy is to develop university-wide guidelines for gift naming opportunities at the University of Louisiana at Monroe (ULM).

Significant gifts to the university through the ULM Foundation and the ULM Athletic Foundation will provide opportunities for donors to designate the name of a university program, facility, unit, scholarship or other item to recognize an individual's high scholarly distinction, devotion, distinguished service, or a generous gift. In order that the ULM Foundation may properly administer funds, each gift must be accompanied by a gift agreement that has been approved by representatives of the donor, the Foundation, and the college, school, department, or program that is to benefit from the gift.

The President of the University shall approve minimum gift levels and guidelines for gift naming opportunities.

The University has established procedures for naming certain items covered by this policy for reasons other than private giving. The Foundations are not involved with the naming approvals at the University where there is no gift other than their Boards may submit recommendations to the University for consideration.

The merits of naming any physical facility, space, academic program or endowed fund should be determined by carefully weighing one's high scholarship, devotion, achievements or distinguished service, and should be able to stand the test of time. This occurs when some individual merits recognition due to his/her academic, research, athletics, professional or service contributions. The ULM Foundation handles requests of this type and makes recommendations to the President for consideration.

All proposed names for buildings and other facilities should be held in confidence during the review and approval process. The public association created by linking the name to an endowment, building, facility or program of the University must be appropriate and desirable for a public institution of higher education. The name must also appropriately reflect the nature or function of the affected component of the University, and will appear on appropriate University plaques and other signage and in the University's written materials and publications.

The naming of buildings, grounds, or endowed funds in recognition of a donor or honoree implies a promise to that donor or honoree during the defined time period that the space, site, facility, endowment fund and other forms of tangible recognition will be permanently

maintained, or if change is unavoidable, that an alternative means of recognizing the donor or honoree will be found.

Naming gifts may be funded through current gifts (e.g., cash, securities, and charitable lead trusts), agreements for future gifts payable within five (5) calendar years, irrevocable testamentary bequests or a combination thereof. Any exception to the five-year period for agreement for future gifts will be based upon the recommendation of the ULM Foundation Executive Director and the approval of the President.

#### **REQUIRED CONTRIBUTIONS FOR NAMING PRIVILEGES FOR:**

##### **Buildings**

- New Building with 100% private funding: At least 50% of capital costs
- New Building with private funding component: At least 50% of the private fundraising goal
- Existing Building: Addressed on a case by case basis

##### **Notes:**

1. Naming opportunities involving buildings must be approved by the President of the University and the Board of Supervisors based upon the recommendations of the ULM Foundation.  
[http://ulsystem.edu/assets/docs/searchable/boards/Chpt\\_6\\_V\\_Naming\\_Facilities.pdf](http://ulsystem.edu/assets/docs/searchable/boards/Chpt_6_V_Naming_Facilities.pdf)
2. A proposal to name a building should be approved formally by the President before the proposal is delivered to a prospective donor
3. Generally speaking, the value of a gift that affords a donor an opportunity to name a new building should be at least 50% of the private fundraising goal. The donor's name will be for a period of forty years, the typical life of an academic facility before major renovations will be necessary. The donor may choose to include a provision to make the naming of the building in perpetuity with an endowment gift for ongoing maintenance or renovations. The maintenance endowment will ensure the facility remains in good condition and continues to meet the needs of the University and that the donor will be proud to have his or her name associated.
4. For existing buildings, an appropriate value should be established at the time renovation plans are considered to add a donor's name to an existing named building. In all cases, a minimum contribution of \$1,000,000 shall be made to name a university building.

##### **Other Physical Facilities - At least 50% of capital cost of construction or renovation**

- Laboratory
- Electronic Classroom
- Distance Learning Classroom
- Other Classroom
- Conference Room
- Benches, fountains, outdoor plantings, other outdoor structures or areas: handled on a case-by-case basis

##### **Notes:**

1. Naming opportunities within a building should be defined by the unit head and approved by the appropriate vice president (division head) and University President.
2. Naming opportunities such as benches, foundations, works of art, plantings, or other structures will be reviewed on a case-by-case basis. Approval must be granted by the University President and comply with the facility master plan. Funding amounts will be based upon location, structure, and function. Gift funds must cover the entire cost of the structure or installation, and if significant ongoing costs will be incurred, an endowment sufficient to cover these costs may also be required.

#### **Academic or other Major University Units – Minimum Endowment**

- College or Division: \$5,000,000 (some colleges/schools may require a higher amount; these will be addressed on a case-by-case basis)
- School or Department: \$2,000,000 (Some schools and departments may require a higher amount; these will be addressed on a case-by-case basis)
- University Wide Center: \$2,000,000 (some may require a higher amount)
- College/Unit Center/Institute: \$1,000,000 (some may require a higher amount)

#### **Note:**

1. Any private gift associated with the naming of any of the above units should be of a level that will transform the very nature of the unit involved, enabling that unit to reach a level of excellence that would have been extremely difficult using state or university funds alone. This gift should be in the form of an endowment, and income from the endowment should be used for two purposes – a) to provide a margin of excellence for the unit involved such as in the form of scholarships or faculty support, and b) to maintain the unit and should not replace state funds previously made available to that unit.
2. The amount necessary to name laboratories, conference rooms and classrooms will be at the discretion of the university administration and determined by the proportional costs of the building construction as well as the furnishings and equipment for the space and an endowment fund; ensuring that the named space keeps pace with technology.

#### **Endowed Faculty Positions – Minimum Endowment**

- State Board of Regent Support Fund Program policies guide the minimum private fund level, proposal and award process for Eminent Chairs and Endowed Professorships. See - <https://web.laregents.org/programs/borsf-programs/endowment-programs/>.

#### **Notes:**

1. Some colleges or schools may require higher amounts to fund these endowed faculty positions; however, these will be addressed on a case-by-case basis
2. The endowed chair designation will be linked to a select faculty position filled by a truly outstanding scholar and teacher, as judged by rigorous, nationally accepted standards and approved by the Board of Regents.
3. A faculty position designated as a named professorship will be occupied by an exceptionally gifted and promising scholar. Named professorships typically are held by faculty members whose accomplishments indicate potential for national and

international leadership and distinctions in their field, and whose current efforts are focused on honing teaching skills and/or establishing a superior record of research or other scholarly activity

#### **Lectureship and Lecture Series – Minimum Endowment**

- Distinguished Lectureship: \$750,000
- Presidential Lecture Series: \$250,000
- Visiting Lecture Series: \$100,000

#### **Notes:**

1. The designation of a distinguished lectureship is reserved for a select position to be filled by a top scholar who becomes a part of the ULM community for a specified period, but who typically does not accept a permanent position on the faculty. Special compensation packages usually are required to support distinguished lectureships, whose holders typically are in the forefront of their academic discipline
2. A presidential lecture series will bring to ULM a variety of outstanding individuals of broad experience and expertise whose presentations will have university-wide and interdisciplinary appeal. Earnings from the endowed fund will provide for honoraria, travel expenses, and other costs associated with presenting such speakers.
3. Approval of a distinguished lectureship and presidential lecture series must be granted by the university president based on recommendations of the Vice President of Academic Affairs.
4. A visiting lecture series will bring to ULM, for short stays, a variety of individuals with expertise relevant to the special interests of a particular college or school. Earnings from the endowed fund will provide for honoraria, travel expenses, and other costs associated with presenting such speakers. Refer to the Foundation Investment Policy Statement for the applicable earnings spend rate.

#### **Fellowships and Scholarships – Minimum Endowment**

- Post-Doctoral Fellowships: \$200,000
- Graduate Fellows: \$150,000
- Scholarships: \$25,000 and above

#### **Notes:**

1. Fellowships are a form of educational assistance typically reserved for graduate students. The awards will provide full or partial support that will enable capable and deserving students to complete their educational experience at ULM. Specific criteria for eligibility may be established in consultation with the donor.
2. Scholarships aid talented undergraduate students. Specific criteria for eligibility may be established in consultation with the donor.

#### **Other Naming Opportunities – Minimum Endowments for the following is \$100,000**

- Endowed Fund for Excellence

- Teaching, Service Research and Staff Awards
- Other Endowments

**Notes:**

1. An endowed fund for excellence may be established in support of a college, school, department, academic discipline, or other university program of interest to the donor. Earnings from such funds may be used to enhance the selected program in a variety of ways, including support for research, faculty development, and travel, or for other educational enrichment activities.
2. Earnings from such funds designated for teaching, service, research, and staff awards will be used to recognize outstanding performances in the areas of classrooms, service, research by faculty, professional, or support staff members in the specified college, school, or division. Recipients typically will be chosen by the college, school, or unit.
3. Other endowments supporting faculty development, classroom enhancements, etc. may be established in support of the needs of the selected college, school, or division.

**Naming Limitations:**

- The University of Louisiana at Monroe is the ultimate owner of all properties and programs, regardless of their name.
- Naming Gifts may be pledged over a 5-year period. Naming gifts that do not require immediate distributions may be included in a donor's estate plan. Exceptions may be approved by the President for extraordinary gifts. Distributions from endowment funds will commence one-year following the fulfillment of the pledge unless a donor makes an additional annual commitment to provide the funding necessary.
- Should the 5-year pledge not be fulfilled by the end of the 5<sup>th</sup> year, and a naming opportunity at the lower level is available, the donor may qualify for that naming opportunity.
- Should a named building be demolished or significantly renovated, the University does not guarantee another opportunity for naming.

In the unlikely circumstance when a donor fails to follow through on a commitment, to maintain the high standards of the institution upon which the original honor was based or for other reasons deemed appropriate by the President and Board of Trustees (for example, if the circumstances of the named individual or organization should in any way stand to have a negative impact on the reputation of the University), even though the donor has completed his or her philanthropic obligation, the University retains the right to revoke the name. The removal must be approved by the ULM President with approval of the ULM Foundation Board of Trustees.